

Multi-Customer - AJOCO - AUG26

Multi-Customer - AJOCO - AUG26

CONTENTS

- 1. Orchestrated Campaigns 3**
 - 1.1. Lab Resources 4
 - 1.2. Data Foundation 6
 - 1.2.1. Relational Based XDM 8
 - 1.2.2. Data Ingestion 13
 - 1.2.2.1. Raw Recipient List CSV 17
 - 1.3. Campaign Workflows 21
 - 1.3.1. Build a Workflow 22
 - 1.3.2. Channel Activities & Personalization 51
 - 1.3.3. Scheduling, Debugging, Testing 54

1. Orchestrated Campaigns

Agenda:

AJO Orchestrated Campaigns – Hands-on Lab Agenda	
Intros, User Access and Lab Overview 20 min	
Intro & login	Adobe team introduction. Participants to log in to demo environment and confirm access
Lab use case	Adobe provides an industry-centric marketing use case to outline common challenges & opportunities and how Adobe Journey Optimizer Orchestrated Campaigns will solve and/or improve brand objectives
Understand Core Capabilities 30 min	
On-demand audiences	Query audiences in real-time to build campaign workflows and leverage them across email, SMS, push, and DM.
Multi-entity segmentation & sending	- Go beyond person-based campaigns—use entities like product catalogs, store locations, or service data to target with precision. - Support multi-level sending, where one message is sent per Profile and per associated secondary entity.
Pre-send visibility & precision	Get exact segmentation counts and full campaign scope before launch, ensuring accuracy and confidence.
Multi-step campaign workflows	Design multi-steps campaigns from daily messages to complex campaigns like seasonal promotions or major product launches.
Learn How to Build 130 min	
Relational data model	How to create a relational XDM schema and relate to different entities
Data ingestion	How to ingest information into different relational XDM datasets
Activation workflows	- How to query from a secondary entity (Like, bookings, purchases, products) to formulate a person-based campaign - How to query from a primary entity like a recipient and enrich their activation delivery with information from secondary entities. - Learn some of the most used orchestration workflow nodes (Like build audience, splits, forks, joins)
TOTAL HoL TIME: 3 hours, 10-15 min breaks included throughout session	

1.1. Lab Resources

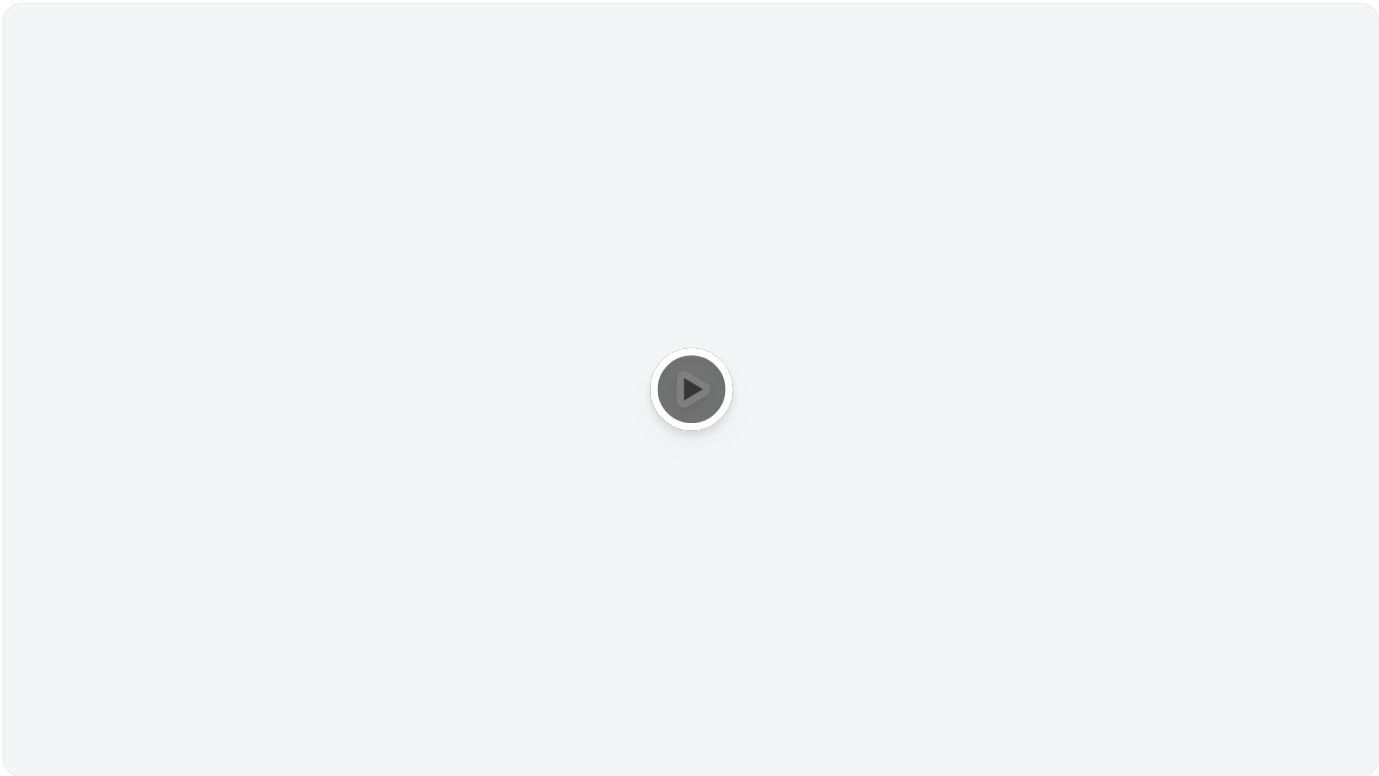
Lab Recording, Resources & Survey

Your post-lab page for content, recording, helpful links to product documentation, and our survey.

Adobe Experience Platform Documentation

[Campaign Orchestration Documentation](#)

Presentation Video



HOL Presentation

 [Campaign Orchestration in AJO - Deck.pdf](#)

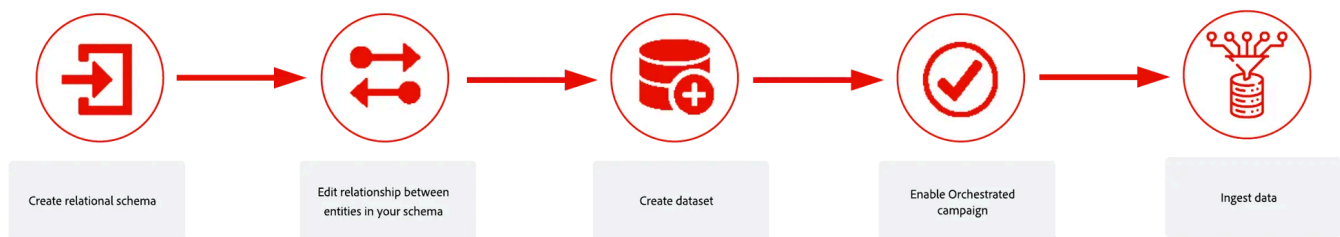


HOL Survey

**Adobe Journey Optimizer -
Orchestrated Campaigns - Hands-
On Lab Feedback**



1.2. Data Foundation



A **Relational-based schema** is the formal definition of the model-based data model.

It specifies:

- The set of tables
- The columns in each table
- The constraints
- The relationships across tables

Organizing schemas or tables in a model-based data model is about structuring your data into multiple tables. Ensure each table stores one type of entity/schemas.

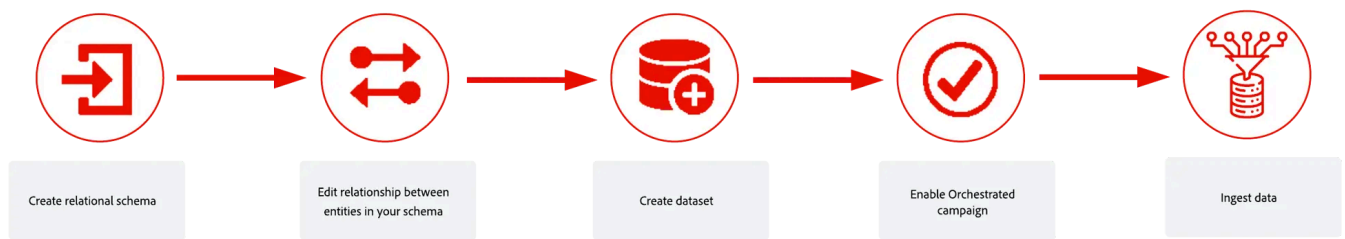
There are 2 ways to create a **Relational-based schema**. We will only cover the fastest way which is using a DDL file. If you are interested on how to create manually, then visit this [page](#). Otherwise, check the steps below to see how straight forward it is from a Data Management perspective.



Data Ingestion for the most part remains the same for AJOCO. The following Sources are supported for use with Orchestrated campaigns:

Type	Source
Cloud Storage	<u>Amazon S3</u>
	<u>Google Cloud Storage</u>
	<u>SFTP</u>
Cloud Data Warehouses	<u>Snowflake</u>
	<u>Google BigQuery</u>
	<u>Data Landing Zone</u>
	<u>Azure Databricks</u>
File-Based Uploads	<u>Local File Upload</u>

1.2.1. Relational Based XDM



✓ Lab Material

Sample DDL (Data Definition Language) File

You can copy the contents and save it in a note pad (notepad++, notes, textEdit, etc) with the extension .ddl.

Text

```
CREATE TABLE lab_adhoc_lists (  
  recipientListID VARCHAR(50) NOT NULL,  
  recipientId VARCHAR(255) NOT NULL,  
  email VARCHAR(255),  
  listId VARCHAR(50),  
  modified TIMESTAMP NOT NULL,  
  enrollDate TIMESTAMP,  
  clickActivity BOOLEAN,  
  msisdn VARCHAR(50),  
  channel_preference INTEGER,  
  PRIMARY KEY (recipientListID)  
);
```

✓ **Excercise**

Upload Your DDL

- Under **Data Management**, click **Schemas**.
- Click **Create Schema**
- Select the option **Relational Schema**
- Select the option **Upload DDL File**
- Drag and Drop your DDL File, Click **Next**

Create a relational schema

Select an option to create a relational schema *

☐

**Create manually**
Build schema by manually adding fields

☒

**Upload DDL file**
Import a DDL file to define an entity relationship diagram and create schemas

 [View all DDL import jobs](#)

Choose files

Entities and Fields to Import

We are creating a flat table with a Primary Key without relatable entities or identity namespaces (we will connect this data to a profile during our campaign workflow). However, we must do a few things here:

Add your initials to the dataset name so every participant has a different table of their own. "brand_list_INITIALS"

Select the modifiedDate as the version column.

Click the Done button in the top right corner.

On the next screen, review your Schema and click **Save**.

Select entities and fields to import

1 table, 26 columns selected Cancel Done

Selected tables

Each selected table will create a schema containing selected columns. Configure each schema and its columns.

uct_bookings_v99
26 of 26 columns selected

Schema properties

Schema name: Description:

Column selection

Select columns that you want to import as fields into your schema

SQL column	SQL Type	Relationship	Field label	Type	Identity	Field type	Version ID	Key
☒ bookingNu...	STRING	0	bookingNumber	String		☒ Required	☐ Versioning	☒ Primary key
☒ version	NUMBER (38, 0)	0	version	Integer		☒ Required	☒ Versioning	☐ Primary key
☒ emailAddress	STRING	0	emailAddress	String	Email	☒ Required	☐ Versioning	☐ Primary key
☒ firstName	STRING	0	firstName	String		☐ Required	☐ Versioning	☐ Primary key
☒ lastName	STRING	0	lastName	String		☐ Required	☐ Versioning	☐ Primary key
☒ productLine	STRING	0	productLine	String		☐ Required	☐ Versioning	☐ Primary key

Schemas > Create relational schemas Back Save

lab_adhoc_lists_U...

recipientListID*

String

PK

channel_preference

Integer

clickActivity

Boolean

email

String

enrollDate

DateFI...

listId

String

modified

DateFI...

msisdn

String

recipientId

String

1.2.2. Data Ingestion



✓ Lab Material

You can either download the file or copy the contents and save it in a note pad (notepad++, notes, textEdit, etc) with the extension .csv.

 [Adhoc_List.csv](#)



Exercise

Configure a Data Flow

- Go to **Sources** under **Connections** from the **Navigation**.
- In the catalog: Search for **Local File Upload**
- Click **Add Data**
- Click the **toggle** under **Change data Capture**
- Select the **dataset** you created under your initials
- Click **Next**

Workflows > Map CSV to XDM schema

Cancel Next

Dataflow detail Select data Mapping

Change data capture

Enable change data capture ⓘ *

Dataset details

Change data capture requirements ⓘ

Dataset selection will be limited to those datasets which are mapped to relational schemas, in which the primary key and version descriptor are defined. These datasets are used to support specific application use cases.

Target dataset *

☒ Existing dataset ☐ New dataset ☐ Create a new schema using ML recommendations

lab_adhoc_lists_SAMPLE ✓ ▾

[Advanced search](#)

Selected dataset's schema is not enabled for Profile

Error diagnostics ⓘ Partial ingestion ⓘ

☒ ☐ Enable partial ingestion

- Drag and Drop **your_adhoc_list** file. Click **Next**.

Workflows > Map CSV to XDM schema

Cancel

Back

Next

Dataflow detail

Select data

Mapping

Upload files

Acceptable file formats are: CSV. The maximum file size for each file is 1 GB.

Adhoc_List.csv

application/vnd.ms-excel

X

Preview:

Data format *

Delimited

Delimiter ⓘ

,

Sample data (shows a sample of 10 records)

	RECIPIENTLISTID	RECIPIENTID	EMAIL	LISTID	MODIFIED	ENROLLDATE	CLICKACTIVITY
1	16e5ebe06_12052025	16e5ebe06		12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00	True
2	4bd7c7cdd_12052025	4bd7c7cdd		12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00	False
3	3b467367b_12052025	3b467367b		12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00	False
4	f48dbfec6_12052025	f48dbfec6		12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00	False
5	1d4aba31f_12052025	1d4aba31f		12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00	False
6	0de179631_12052025	0de179631		12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00	False
7	fed16257d_12052025	fed16257d		12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00	False
8	c13c20cef_12052025	c13c20cef		12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00	False
9	cc7ee970e_12052025	cc7ee970e		12052025	2025-12-04T09:05:00+00:00	2025-05-15T00:00:00+00:00	False
10	6fde462d2_12052025	6fde462d2		12052025	2025-12-04T09:05:00+00:00	2024-05-01T00:00:00+00:00	False

- Click **Finish**.
- **NOTE:** Presenter may choose to change certain fields ingested, depending upon preference of the Presenter. Example would be the inclusion of a "New Field Type", as seen in the screenshot below:

Workflows > Map CSV to XDM schema

Cancel Back Finish

Dataflow detail Select data Mapping

Map desired source fields to target dataset fields

Mapped fields 9 of 9 Required fields 3 of 3 Identity fields 0 of 0 Errors: 0

Search source fields All fields New field type Import mapping Validate

Download template Preview data Clear all

Source: Adhoc_List.csv Mapping schema: lab_adhoc_lists_USER12

SOURCE DATA	TARGET FIELDS
now()	modified
recipientListID	recipientListID
recipientid	recipientid
email	email
listid	listid
enrollDate	enrollDate
clickActivity	clickActivity
msisdn	msisdn
channel preference	channel_preference

End of the mappings.

Target schema: lab_adhoc_lists_USER12

SCHEMA STRUCTURE

- lab_adhoc_lists_USER12
 - channel_preference | Integer
 - clickActivity | Boolean
 - email | String
 - enrollDate | DateTime
 - listid | String
 - modified | DateTime
 - msisdn | String
 - recipientid | String
 - recipientListID | String

1.2.2.1. Raw Recipient List CSV

Copy and paste the below text into a text editor and append the **.csv** file extension to the saved file.

Text

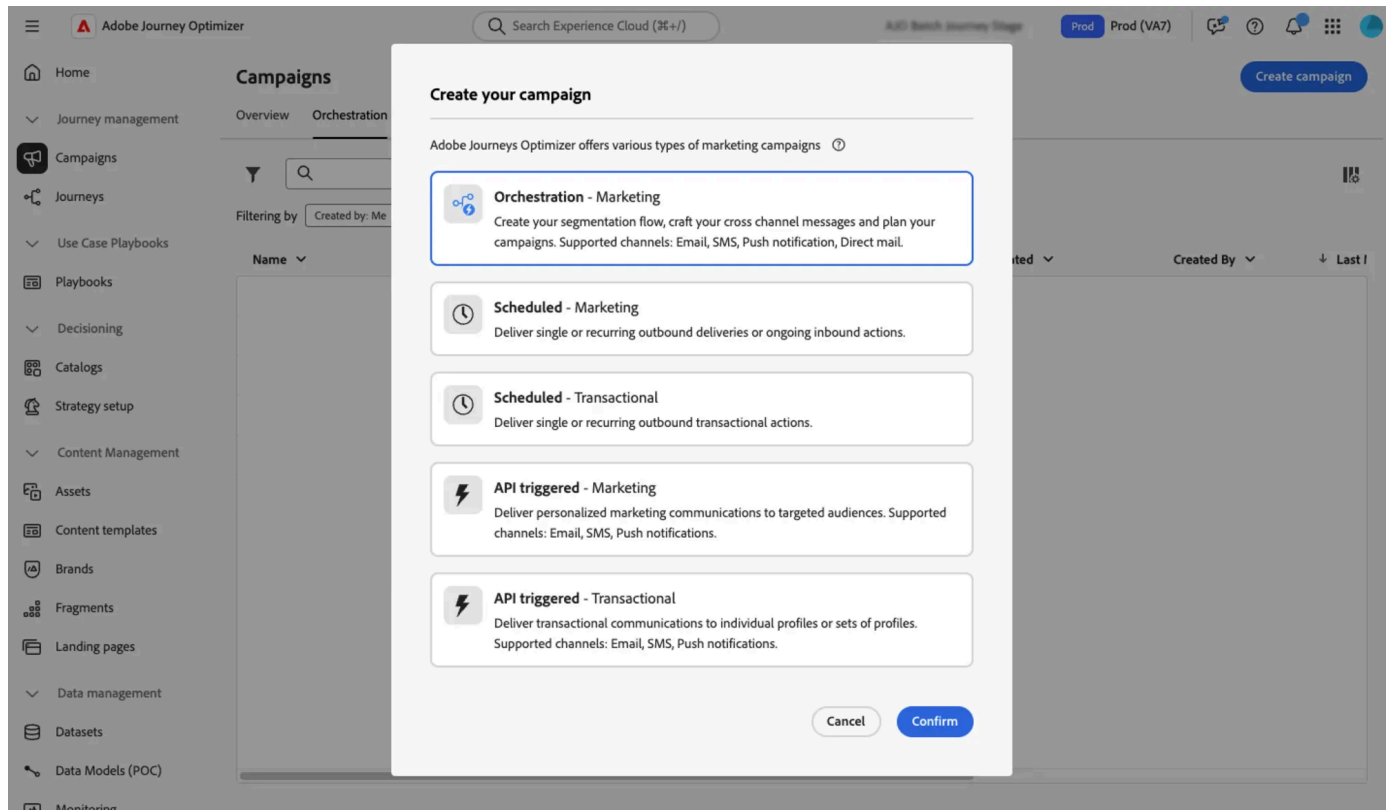
Text

Azcli

```
recipientListID,recipientId,email,listId,modified,enrollDate,clickActivity,msisdn,channel preference
16e5ebe06_12052025,16e5ebe06,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,True,,2
4bd7c7cdd_12052025,4bd7c7cdd,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
3b467367b_12052025,3b467367b,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
f48dbfec6_12052025,f48dbfec6,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,2
1d4aba31f_12052025,1d4aba31f,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
0de179631_12052025,0de179631,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,2
fed16257d_12052025,fed16257d,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,1
c13c20cef_12052025,c13c20cef,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
cc7ee970e_12052025,cc7ee970e,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
6fde462d2_12052025,6fde462d2,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
f1e0b04d0_12052025,f1e0b04d0,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,1
f3de27983_12052025,f3de27983,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
952206701_12052025,952206701,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,2
134f8c0e0_12052025,134f8c0e0,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
bba2d07b6_12052025,bba2d07b6,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
5e3fcbbe9_12052025,5e3fcbbe9,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
02505ecec_12052025,02505ecec,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
ece13f511_12052025,ece13f511,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
4679ad3e8_12052025,4679ad3e8,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
2a1e1d509_12052025,2a1e1d509,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
f72d8ca79_12052025,f72d8ca79,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,2
f00f04a70_12052025,f00f04a70,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
26c3d5055_12052025,26c3d5055,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,True,,3
10a702f9c_12052025,10a702f9c,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,1
a8ba6af71_12052025,a8ba6af71,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
169a8c383_12052025,169a8c383,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
6ce7d8c73_12052025,6ce7d8c73,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,True,,2
a28cfd914_12052025,a28cfd914,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
84737af9a_12052025,84737af9a,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,2
83d801b3f_12052025,83d801b3f,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
2076c930e_12052025,2076c930e,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
29ec986ee_12052025,29ec986ee,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
d987dc594_12052025,d987dc594,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,1
0a3ca6809_12052025,0a3ca6809,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,True,,1
79d54de2e_12052025,79d54de2e,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,1
0621bc497_12052025,0621bc497,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
298761c6d_12052025,298761c6d,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
827c76f79_12052025,827c76f79,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,True,,3
aad2efdf0_12052025,aad2efdf0,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
f7dd9b14c_12052025,f7dd9b14c,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
3b0392a06_12052025,3b0392a06,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,2
b6e1908e1_12052025,b6e1908e1,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,2
e700a0625_12052025,e700a0625,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
828f68d55_12052025,828f68d55,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,1
dcb5d166c_12052025,dcb5d166c,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,1
bfba8ea4c_12052025,bfba8ea4c,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
b1078604f_12052025,b1078604f,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
d8ad0be21_12052025,d8ad0be21,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
df9c3530c_12052025,df9c3530c,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,True,,3
377488002_12052025,377488002,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
68d9c2ace_12052025,68d9c2ace,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,1
d41d94c3c_12052025,d41d94c3c,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,2
d94022ae8_12052025,d94022ae8,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,2
ba09d7932_12052025,ba09d7932,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,True,,2
033e3a0ce_12052025,033e3a0ce,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
```

c74f07852_12052025,c74f07852,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
eac2accac_12052025,eac2accac,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
e6ddd3c9b_12052025,e6ddd3c9b,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,True,,1
8820a6030_12052025,8820a6030,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
b032a9667_12052025,b032a9667,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
bbe56f03a_12052025,bbe56f03a,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,1
836df4eca_12052025,836df4eca,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,True,,1
f906782a2_12052025,f906782a2,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,1
5bb6ab7fe_12052025,5bb6ab7fe,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
a9c7341c3_12052025,a9c7341c3,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
978e500fe_12052025,978e500fe,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
31254420d_12052025,31254420d,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,2
9bf1e0a69_12052025,9bf1e0a69,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
de9c09fc2_12052025,de9c09fc2,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
e11bd2635_12052025,e11bd2635,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
a1f07ba12_12052025,a1f07ba12,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
58c1198fb_12052025,58c1198fb,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
d93255cfc_12052025,d93255cfc,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,1
ab1f5f05e_12052025,ab1f5f05e,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
fa7824bff_12052025,fa7824bff,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,True,,2
9c0508b96_12052025,9c0508b96,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
17d3d96d6_12052025,17d3d96d6,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,True,,3
14390bda8_12052025,14390bda8,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
8f5b842ef_12052025,8f5b842ef,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,1
35439eceb_12052025,35439eceb,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,1
f1fb87f98_12052025,f1fb87f98,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,2
3b9523887_12052025,3b9523887,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,1
eafd3ad94_12052025,eafd3ad94,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
4508045a0_12052025,4508045a0,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
1abc82f7a_12052025,1abc82f7a,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,True,,3
3923d035c_12052025,3923d035c,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,1
75370e145_12052025,75370e145,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
402298635_12052025,402298635,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,3
af9fda231_12052025,af9fda231,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
f440c820f_12052025,f440c820f,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
90db0c054_12052025,90db0c054,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
44be822b1_12052025,44be822b1,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
1c473234d_12052025,1c473234d,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,True,,2
44d621273_12052025,44d621273,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,True,,3
6aaa27ce7_12052025,6aaa27ce7,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
b9a326e9d_12052025,b9a326e9d,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,True,,2
6036ca607_12052025,6036ca607,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2
0f7a2fdce_12052025,0f7a2fdce,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,3
4f0680339_12052025,4f0680339,,12052025,2025-12-04T09:05:00+00:00,2024-05-01T00:00:00+00:00,False,,2
dcd1f9804_12052025,dcd1f9804,,12052025,2025-12-04T09:05:00+00:00,2025-05-15T00:00:00+00:00,False,,2

1.3. Campaign Workflows



- Under Journey Management, click **Campaigns**
- Click **Create** campaign
- Select Orchestration - Marketing, and click **confirm**
- Type campaign name **AJOCOLAB-U#**, click **Save**

Activity Nodes

Orchestrated campaign activities in Adobe Journey Optimizer empower you to design seamless, data-driven marketing journeys that connect with your audience at the right time and through the right channels. By combining targeting, channel, and flow control activities, you can define precise audience segments, personalize messages, and automate complex workflows. Whether you're building audiences, synchronizing campaign branches, or adding delays for perfect timing, these activities work together to streamline your campaign execution. With tools like Enrichment for data enhancement or Split for audience segmentation, you'll have a flexible toolkit to create meaningful, impactful customer experiences. More information about [Activities](#).

1.3.1. Build a Workflow



▼ Lab Use Case

Create a workflow in Campaign Orchestration that targets the uploaded list and based on specific attributes.

Combine the ad-hoc data with data that has been ingested in other datasets within the workflow.

Create a split of the data to configure multiple cohorts to personalize based on preferences.

▼ Lab Material

 [Sample_FILE.csv](#)



Exercise

Create a Campaign

1. Click Create Campaign
2. Choose **Orchestration - Marketing**
3. Name your campaign : Test Campaign - NN

Create your campaign

Adobe Journey Optimizer offers various types of marketing campaigns 

**Orchestration - Marketing**
Create your segmentation flow, craft your cross channel messages and plan your campaigns. Supported channels: Email, SMS, Push notifications, Direct mail.

**Scheduled - Marketing**
Deliver single or recurring outbound deliveries or ongoing inbound actions.

**Scheduled - Transactional**
Deliver single or recurring outbound transactional actions. Supported channels: Email, SMS, Push notifications.

**API triggered - Marketing**
Deliver personalized marketing communications to targeted audiences. Supported channels: Email, SMS, Push notifications.

**API triggered - Transactional**
Deliver transactional communications to individual profiles or sets of profiles. Supported channels: Email, SMS, Push notifications.

Cancel

Confirm

Add a Fork

1. Click on the **Plus Sign Icon** in the canvas
2. Select **Fork** under flow control
3. Add the following nodes to the top and bottom paths after the Fork:
 1. **Top** - Load File Node (Add **Label: File Based List**)
 2. **Bottom** Build Audience Node (Add **Label: Low Risk and Top Customers**)

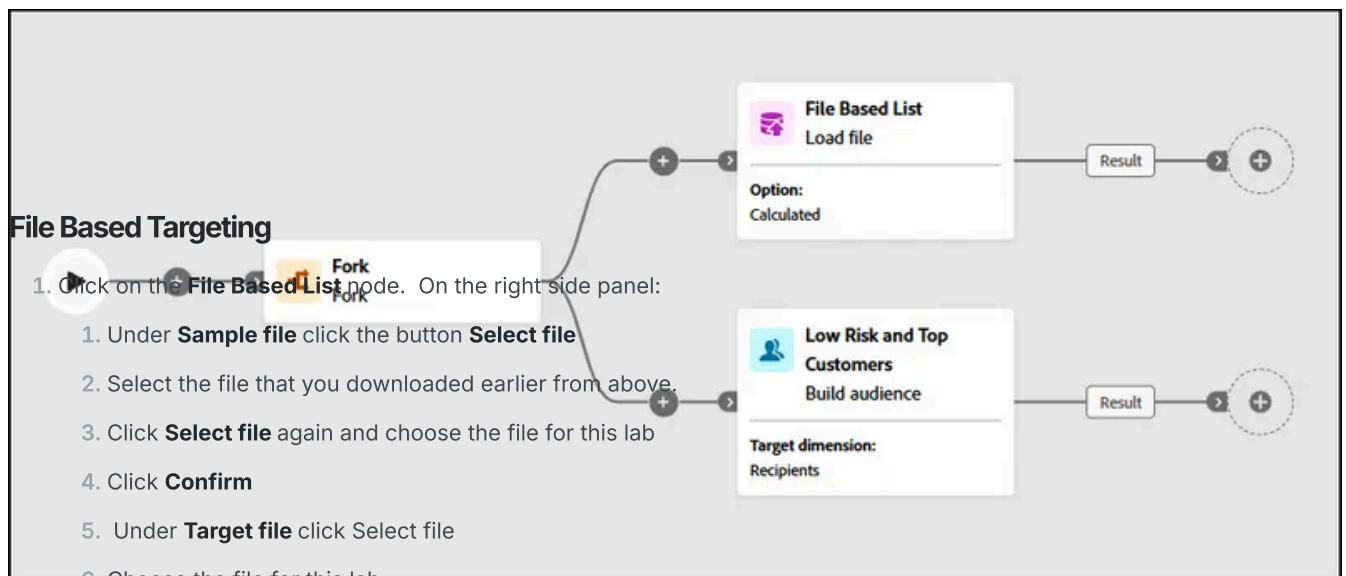
File Based Targeting

1. Click on the **File Based List** node. On the right side panel:

1. Under **Sample file** click the button **Select file**
2. Select the file that you downloaded earlier from above.
3. Click **Select file** again and choose the file for this lab
4. Click **Confirm**
5. Under **Target file** click **Select file**

6. Choose the file for this lab

7. Click **Save**.



Load file ?

Label

Load file

Sample file

File name: Sample_FILE.csv

Edit file options

Target file

Options

Upload file from local machine

Replace file

File name

Size

Sample_FILE.csv

--

Reject management

Number of errors allowed

100

Keep rejects in a file

Delete file after import

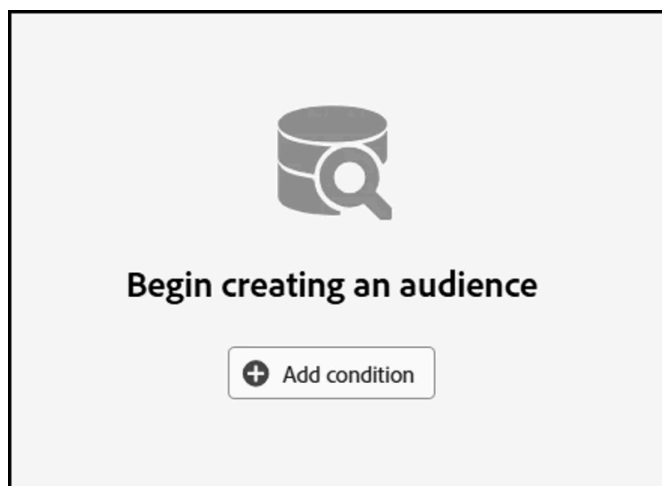
Build Audience Queries

37 / 55

Created at Aug 20, 2026

1. Click back on Low Risk and Top Customers (Bottom Path Build Audience Node)

1. **Click** on the **Folder Icon** Under Targeting Dimension
2. Select **Recipients**
3. **Click** the button **Confirm**
4. Click **Create Audience**
5. Click **Add Condition**



6. Click on the 3 dots and click "Add Group", as we are creating a nested group for our first condition:

7.



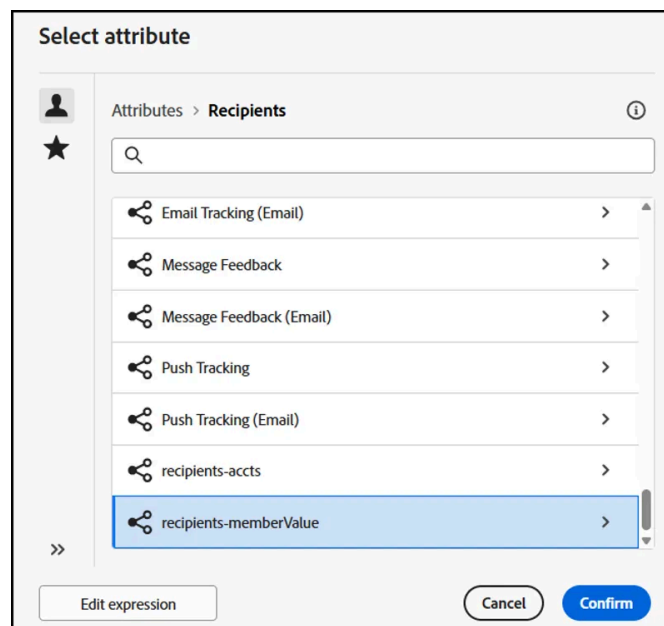
8. For the first condition, click on the bar that says, "Click here to create a condition":

9.



10. Scroll down in the Select Attribute window and click on "Recipients Member Value".

11.



12. Click to add a condition and choose **@recipients-memberValue > clientTier**

13.

Select attribute

Attributes > Recipients > recipients-memberValue

★

attritionRiskScore

clientTier

crmID

hasBrandedCreditCard

lastInteractionType

lastTransactionAmount

lastTransactionDate

>>

Edit expression

Cancel

Confirm

14. Set condition **Client Tier equal to Premier OR clientTier equal to Private Client:**

15.

Edit audience

+

Add condition

clientTier equal to Premier

Or

clientTier equal to Private Client

Custom condition

Attribute

clientTier (recipients_membervalue...

Aggregate data

Operator

equal to

Value

Private Client

Case sensitive

Filter option

Set as parameter

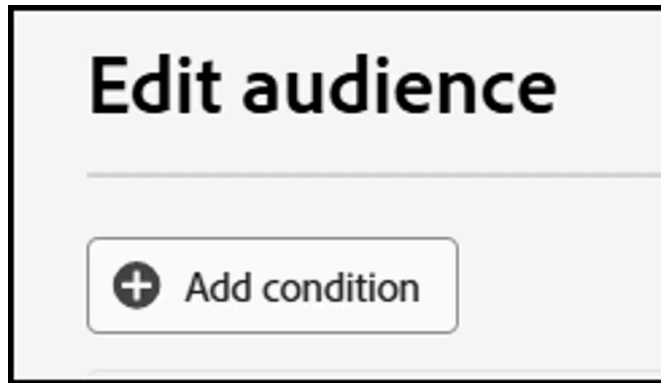
16. We are going to add an additional condition for Credit Risk Rating

17. From the top, click on the "Add Condition" button:

18.

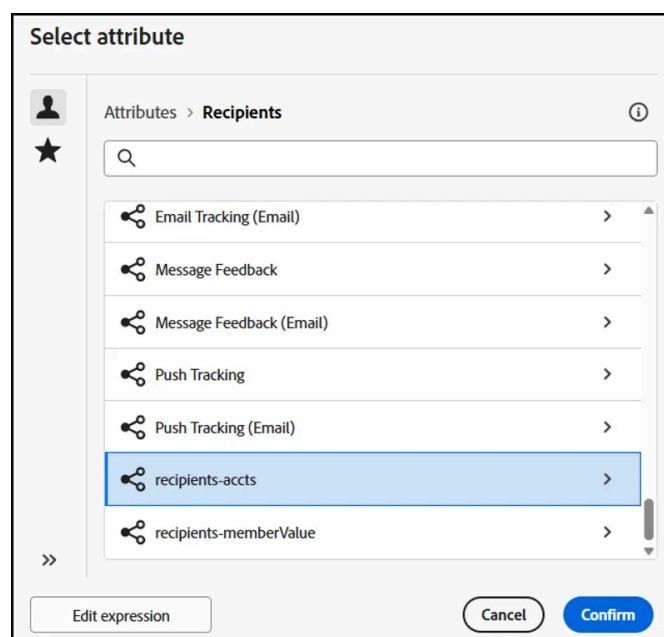
40 / 55

Created at Aug 20, 2026



19. Similar to the process above, click to create the condition. Scroll down to the group "Recipient Accts":

20.



21. Inside of Recipient Accts, scroll down and select "Risk Rating". Click confirm to add it to the canvas:

22.

Select attribute

Attributes > Recipients > recipients-accts

Search

- customer_id
- interest_rate
- modified
- opened_date
- risk_rating**
- accts-recipients
- accts-acctServices

>>

Edit expression Cancel Confirm

23. Set the Risk Rating to Less Than 3, using the Operator and Value options for the custom condition:

24.

Custom condition ?

Attribute

risk_rating (recipients_accts/@risk_...

☐ Aggregate data

Operator

less than

Value

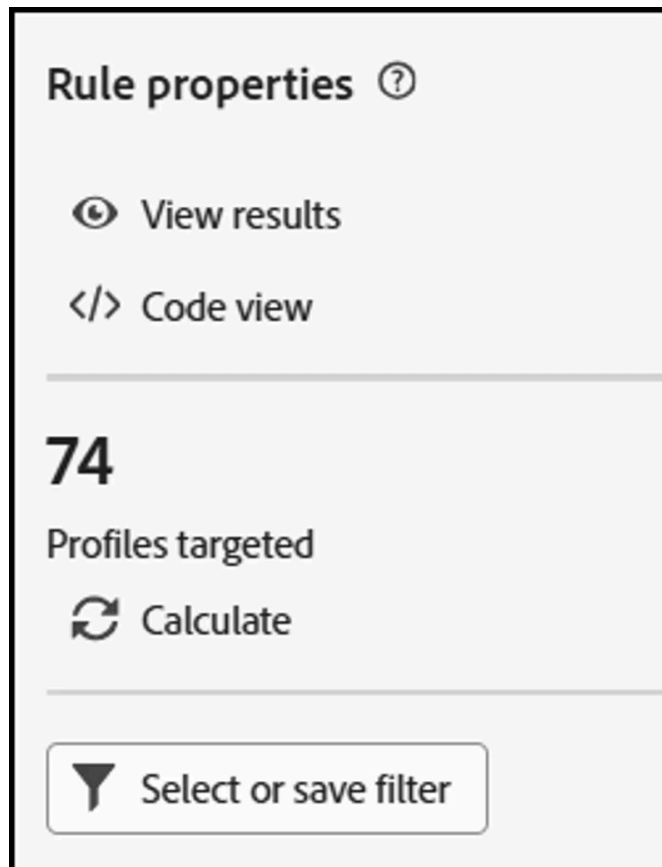
3

Filter option

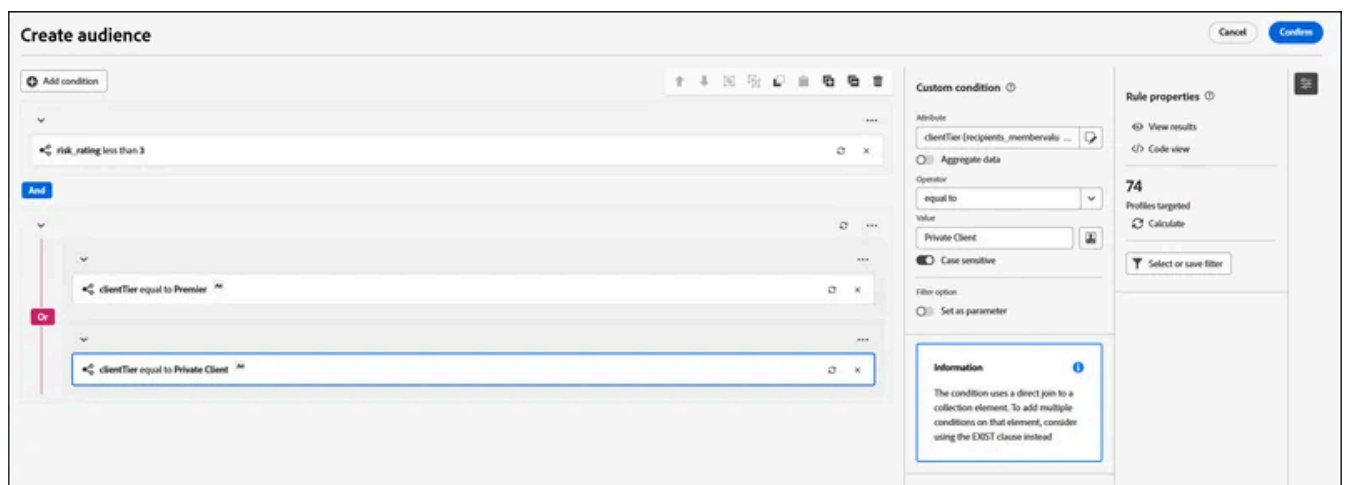
☐ Set as parameter

25. As a last step, click on the "Calculate" button to review the total number of profiles that will be targeted in this Audience:

26.



27. Click **Calculate** to see the Profiles targeted:

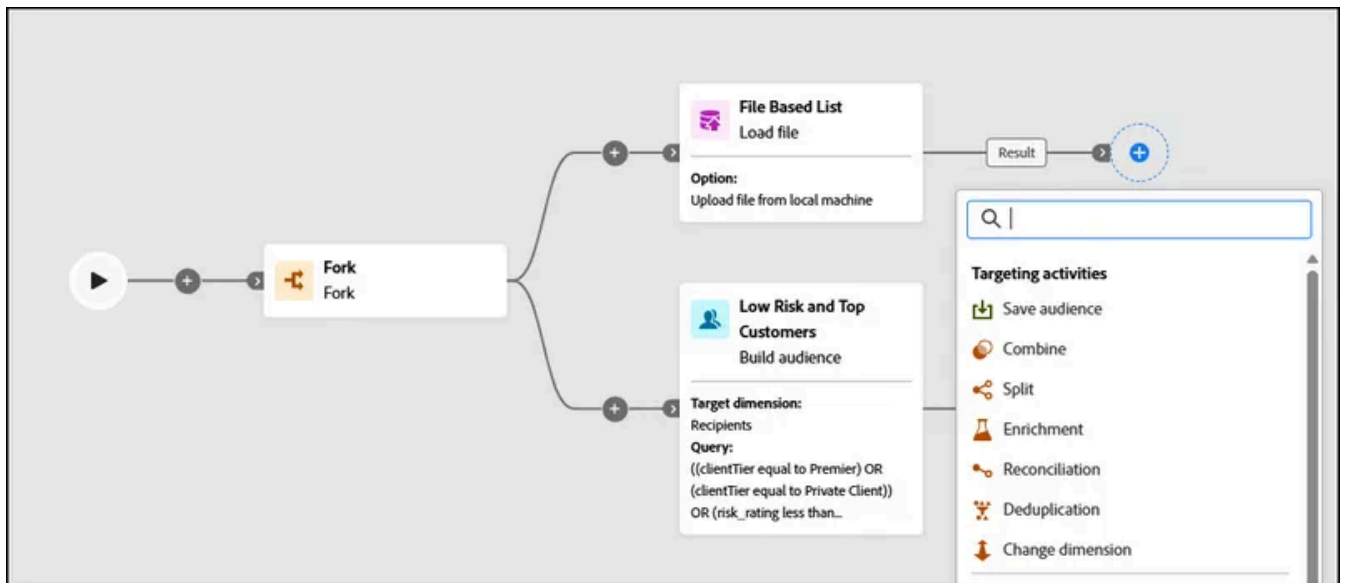


28. Click **Confirm** and exit to Canvas.

29. Click **Save** to make sure you save your work.

Add Reconciliation

- **On the Top Path (File Based List)**
 - Click on the + sign and add a Reconciliation Node:



- Select a new targeting dimension: **Recipients**
- Select **Simple Attributes**
- Click on **Add rule**
- Source: **File Based List** → **recipientId**
- Destination: **Recipients** → **recipientId**
- Click **SAVE**

Reconciliation ?

Label

Reconciliation ?

Targeting dimension ?

New targeting dimension

Recipients

Reconciliation rules ?

Select the reconciliation conditions

☒ Simple attributes

☐ Advanced reconciliation condition

▼ Join 1

Source

recipientId (target/@recipientId)

Destination

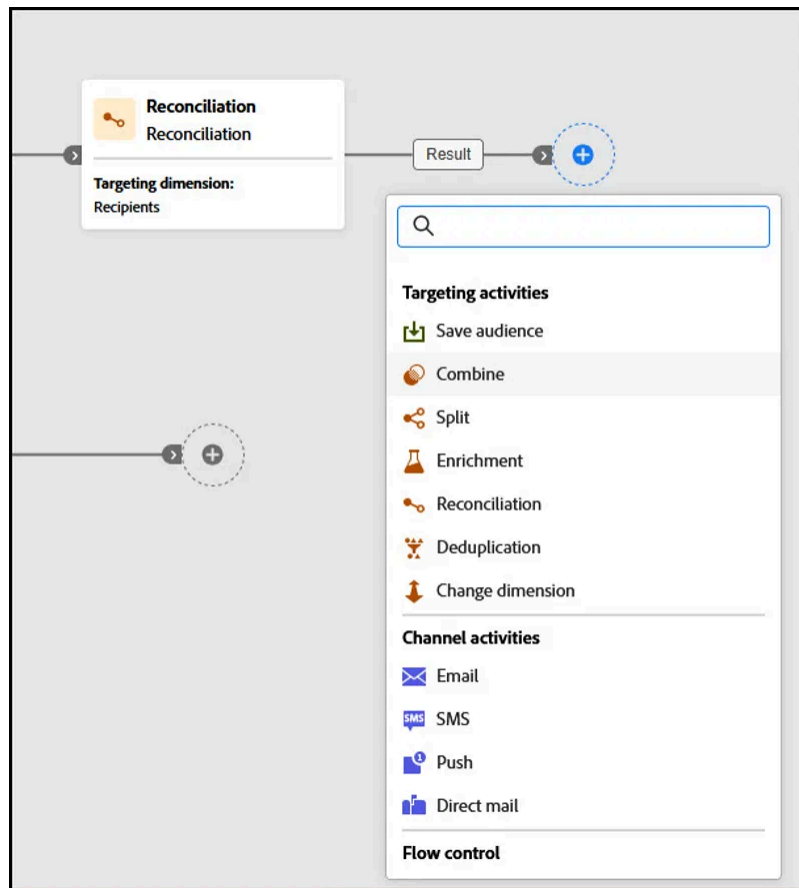
recipientID (@recipientID)

▼ Create filter

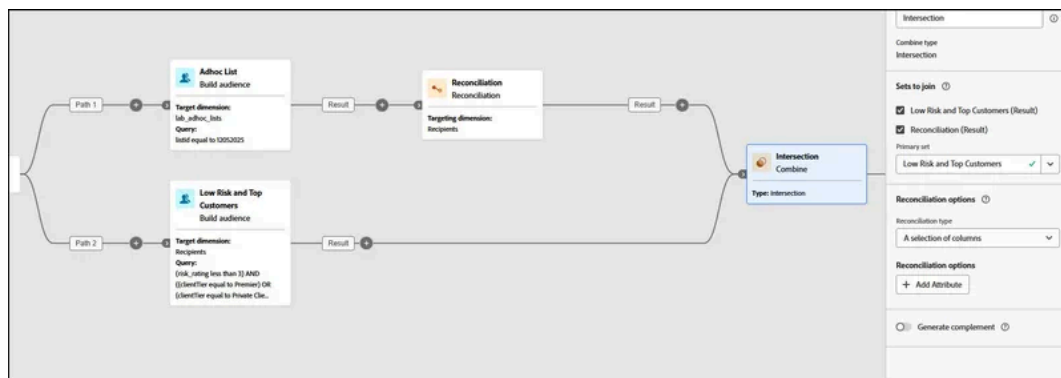
☐ Keep unreconciled data ?

Add a Combine

- On the **Top Path**, click the **plus sign**
- Add a Combine Node**



- Select **Intersection** as the type.
- Click on the Check Box for "Low Risk and Top Customers" to merge the two paths:



- Click on the Reconciliation Options and select "A selection of Columns" for the Reconciliation Type.
- Click on Reconciliation Options - "Add Attribute" and select the "RecipientID":

Reconciliation options 

Reconciliation type

A selection of columns 

Reconciliation options

 Add Attribute

Attribute 1

recipientID (@recipientID)  

- Click **SAVE**.

Add a Split

- Click on the plus sign, next to your Reconciliation node.
- Select the **Split Node**
- **Add** a total of **3 Segments** (Labels: Email, SMS, Direct Mail)
- Email Segment:
 - Click **Create Filter**
 - Click **Add Condition**
 - Select **preferredChannel**
 - Condition: **preferredChannel equal to email**
- Repeat the steps above but for "sms" and "direct mail" (these are the values)
- Once done, select: **Generate complement**
- Click Start/Resume to review counts:

Label

Split

i

Segment ?

+ Add segment

> email

↑

↓

🗑

> SMS

↑

↓

🗑

▼ direct mail

↑

↓

🗑

Transition label

direct mail

Segment code

🔍

 Edit filter ?

×

preferredChannel equal to push

☐

 Enable limit ?

☐

 Skip empty transition ?

☒

 Generate complement ?

Add Save Audience

- Click the plus sign next to the Complement path of your split
- Select Save Audience

- Audience Label: **Social Media Activation - Initials**
- Select the Profile Mapping Field: **Recipients - recipientID**
- Add an Audience Mapping and feel free to store any attribute you would like to expose as part of the audience

Save audience 



Label



Audience label *

Profile mapping field *



Audience mappings *

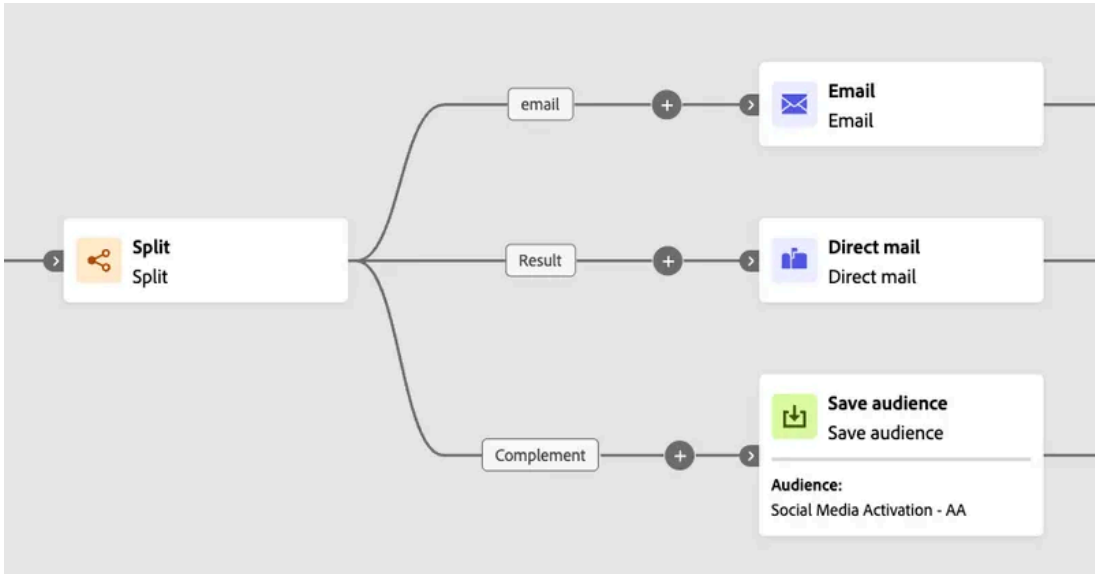
 Add audience mapping

 Recipients_RecipientID 

 Recipients_Email 

Add Channel Activity Nodes

- On All the other paths of our split, please click the sign plus next to them
- Add Email, SMS, and DirectMail respectively



Congratulations, you completed the Campaign Workflow! Now, we'll add content!

1.3.2. Channel Activities & Personalization

Personalization in Orchestrated campaigns works similarly to other **Journey Optimizer** campaigns or journeys, but with a few key differences specific to the orchestrated canvas.

When you access the personalization editor from an Orchestrated campaign, two main folders contain attributes available for personalization detailed below.

- **Profile attributes:** This folder includes all profile-related data from Adobe Experience Platform. These are standard attributes such as name, email address, location, or any other traits captured in the user profile.
- **Target attributes:** (specific to Orchestrated campaigns) This folder is unique to Orchestrated campaigns. It contains attributes calculated directly within the campaign canvas. It contains two subfolders:
 - **<Targeting dimension>** (e.g., "Recipients", "Purchases"): Contains all attributes related to the dimension targeted by your campaign.
 - **Enrichment:** Includes data added via **Enrichment** activities in your canvas. This allows you to personalize messages based on external datasets or additional logic incorporated during orchestration. Learn how to use an Enrichment activity

The screenshot shows the 'Actions' tab for an email campaign named 'Luma summer campaign'. The interface includes a breadcrumb trail 'Luma summer campaign > Email' and three tabs: 'Properties', 'Actions' (selected), and 'Content'. The 'Actions' tab displays the 'Email' activity configuration. It features an 'Email' icon, an 'Email configuration * ⓘ' dropdown menu with the selected option 'config with identitymap', and an 'Edit content' button. Below this is the 'Business rules' section with a 'Rule set ⓘ' dropdown menu and a trash icon. The 'Action tracking' section has two checked checkboxes: 'Track email opens' and 'Track clicks on links and buttons in email'.

Adding Email Content

- On the email node, click **Edit Email**
- Click on **Actions** tab
- Select the **email** preset
- Click **Edit** Content

Use a Template

- Click on **Edit** email body
- Click on the **Saved Templates** Tab

- Select the **Email Template**
- Click **Use this template**

Use Asset Essentials

- Click **Browse** at the top of the email body
- **Add** the FSI Logo from **Asset Essentials** Repo

Generate Assets

- Press the button: **Generate and Select an Image**
- Have Fun! Otherwise, use a prompt from the template library.
- Click **Generate Content**.
- Select a **variation**
- **Click Next**
- Save in **LabGen** Folder

Using Fragments

- **Scroll down** to the bottom of the email body
- **Click** on the **Fragments** icon on the left rail
- **Drag** the "App Details Content" fragment and drop it into the **Drop Content here block**
- Click Save, and go back to the email configuration screen.

Adding Personalization

- Under **Subjectline**, click on the **Personalization** icon.
- Click on **Target Attributes**
- Click on **Recipients**
- Search for **First Name**
- Click the plus sign next to it
- Copy and paste this ", take advantage and download our app now"
- Click **Save** and go back to the canvas.

Adding SMS Content

- Click on the **SMS node**
- Click on **Actions tab**
- Select the **SMS configuration**
- Click **Edit Content**
- Press the button: **Content Template**
- Select the content template available.
- Replace the FirstName with the **Recipients** First Name **attribute**, just like **email**.

- **Go back** to the canvas

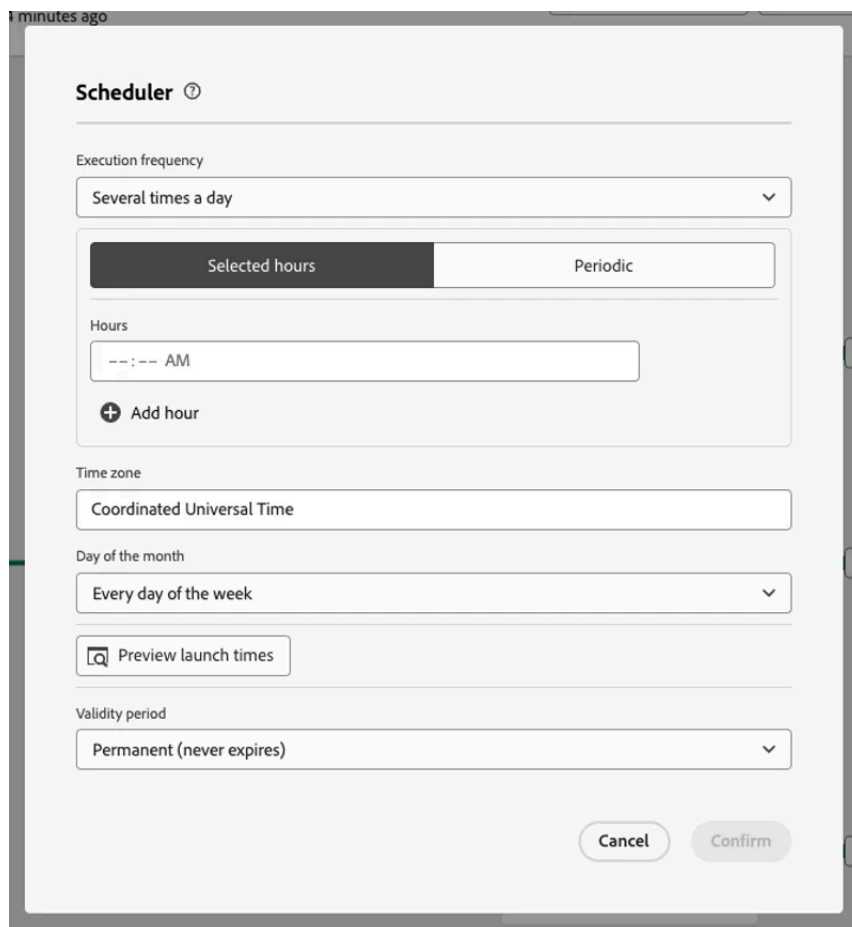
Adding Direct Mail

- Click on the **Direct Mail node**
- Click on **Edit** Direct Mail
- Click on **Actions** Tab
- Select the **Direct Mail** configuration
- Click **edit** content
- Provide a **name**
- Click **Add** button
- Label: Address
- Click the **personalization icon**
- Click on **Target Attributes**
- Click on **Recipients**
- Select **Address Line 1**
- Click **save**.
- Go back to your canvas

Congratulations you completed this lab!

1.3.3. Scheduling, Debugging, Testing

Scheduler



The screenshot shows a 'Scheduler' dialog box with the following fields and options:

- Scheduler** (title bar with a help icon)
- Execution frequency**: A dropdown menu set to 'Several times a day'.
- Selected hours** and **Periodic** tabs. The 'Selected hours' tab is active.
- Hours**: A text input field containing '--:-- AM' and a '+ Add hour' button.
- Time zone**: A dropdown menu set to 'Coordinated Universal Time'.
- Day of the month**: A dropdown menu set to 'Every day of the week'.
- Preview launch times**: A button with a magnifying glass icon.
- Validity period**: A dropdown menu set to 'Permanent (never expires)'.
- Buttons**: 'Cancel' and 'Confirm' buttons at the bottom right.

- Click on the scheduler icon at the top right
- Select Weekly
- Add a Start Time
- Add a Validity Period
- Click Confirm

Logs

Workflow logs and tasks

Purge history

Close

LogsTasks

100 of many (calculate)

Date	Log type	Activity name	Message	
Today 12:40:29 PM	Info	saveDCGroup2	Campaign will not be executed in simulation mode	
Today 12:40:29 PM	Info	saveDCGroup2	DIACO-100000 Starting save audience activity	
Today 12:40:26 PM	Info	dedup1	Executing query 'Result' (step 'Deduplication')	
Today 12:40:23 PM	Info	ajoEmailCampaign1	Test mode. Waiting for user action to proceed with campaign preparation	
Today 12:40:20 PM	Info	ajoEmailCampaign1	Fetching AJO Campaign '75441d5f-68db-4db5-acda-da38c2311b8f' (do not validate=0, ignore missing=0)	
Today 12:40:20 PM	Info	ajoEmailCampaign1	Using default merge policy '2b28c100-14c0-4023-b237-4ea75fclfae9'	
Today 12:40:20 PM	Info	ajoEmailCampaign1	Running pre-export	
Today 12:40:20 PM	Info	ajoEmailCampaign1	Starting campaign action (batchinstanceid='011b112f-a7e1-4fd-9e80-b9bf0d578e53.ajoEmailCampaign1' orchestratedCampaignVersionId='6ef9b4a7-e4c1-48fe...	
Today 12:40:20 PM	Info	extract1	14 record(s) result from the extraction 'Complement' (step 'Split')	
Today 12:40:20 PM	Info	extract1	Computing complementary set 'Complement' (step 'Split')	
Today 12:40:20 PM	Info	extract1	94 record(s) result from the extraction 'Subset' (step 'Split')	
Today 12:40:17 PM	Info	extract1	Executing extraction 'Subset' (step 'Split')	
Today 12:40:11 PM	Info	query4	108 record(s) selected for the query 'Result' (step 'Query')	
Today 12:40:10 PM	Info	query4	Executing query 'Result' (step 'Query')	

- Click On the Elipsis icon, and select Logs
- Review the logs and tasks of your workflow.

Email Forecasting

- Click on your email node (any of them)
- Click Run test
- This will let you know how many users will be reached if you publish the campaign and won't count against your sending